

Ch. 6.2

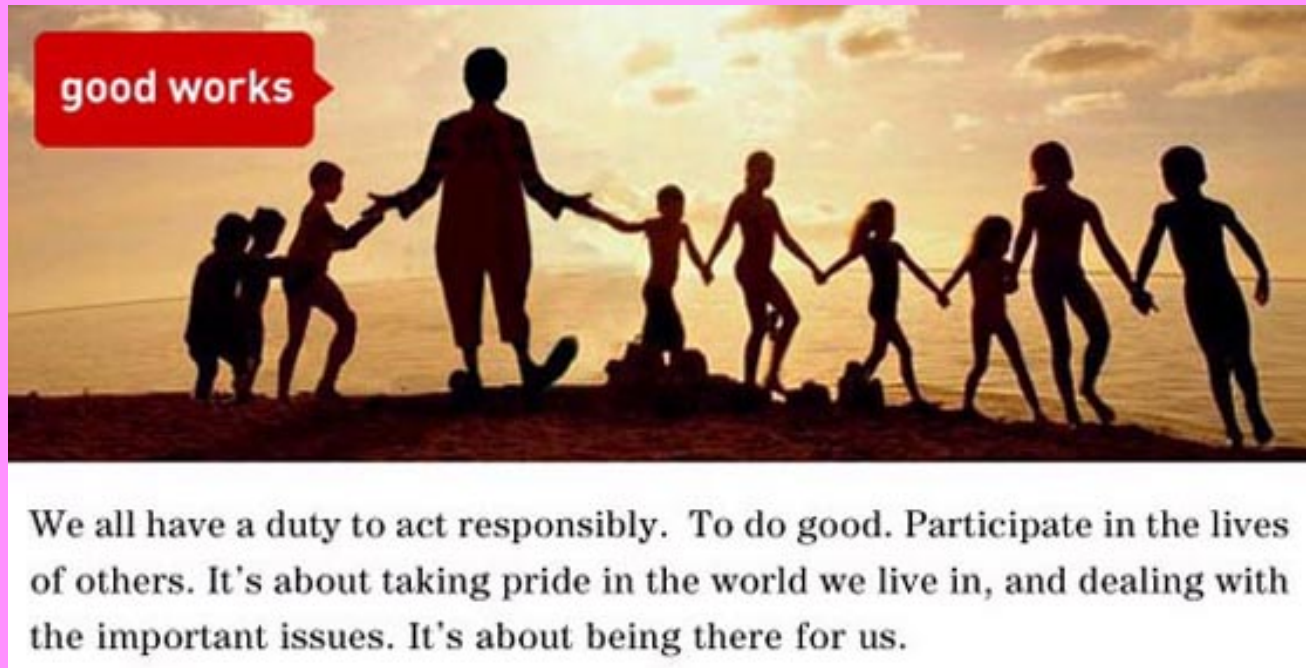


Social Responsibility & Ethics

Businesses are a part of a larger society and should be held accountable to that society for their actions.



McDonalds – Ronald McDonald Houses



Wendy's – High School Heisman, Adoption programs/advocacy



**The Target/Salvation
Army Wish List**
Simple gifts that
change lives.
Help Now 🎯

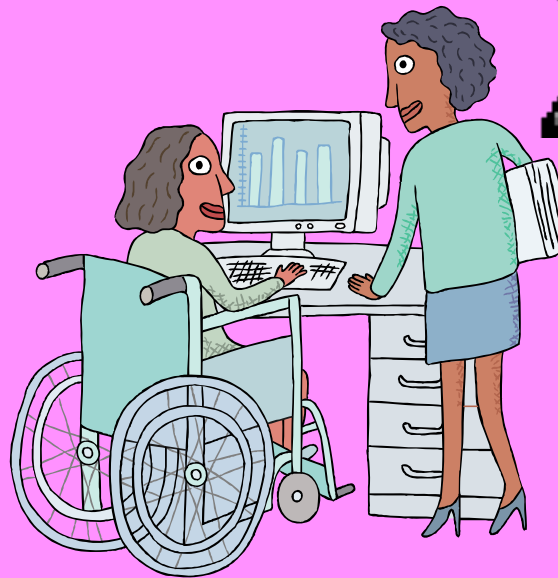
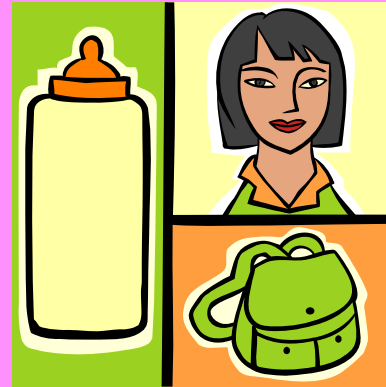
- **Target** – Give back
to schools



- **Hogi Yogi** – Sponsor
NHS athletics

Workplace Trends

- Flextime
- Telecommuting
- Family Leave
- Physically Challenged
- On-Site Child Care
- Health Care reform



Environmental Issues

- Air and Water Pollution
 - EPA (Environmental Protection Agency)
 - Fluoride in drinking water
 - Pesticide problems
 - Recycling
 - Proper waste disposal
 - GREEN MARKETING: producing more environmentally friendly products

Business Ethics

- ETHICS: Guidelines for good behavior
 - Bait and Switch advertising
 - Price fixing
 - Selling unsafe products (Tobacco marketing)



- **PRODUCT
RECALLS**

- Helps to reduce losses
 - (Tylenol – 1982)
 - Don't want to be
FORCED by the CPSC



- **CODE OF ETHICS**

- Detailed provisions about the truthfulness and fairness of marketing activities.....
 - Advertising, selling, pricing, marketing research & product use



Price Gouging

Pricing unreasonably high when the need is great or when no other choice



CONSUMERISM

Protecting consumer rights by putting legal, moral and economic pressure on business.

- Consumers, Government, Business Leaders and Consumer groups share this effort

